

Person Specification

Details on the qualifications, experience, skills, knowledge and abilities that are needed to fulfil this role are set out below

Job title: Development Manager (Campaigns)	Department: Marketing and Communications
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	Essential	Desirable	Tested by Application (A)/ Interview (I)/ Test (T)
Knowledge, education, qualifications and training			
<ul style="list-style-type: none"> Educated to degree level or equivalent experience 	E		A
Skills and abilities			
<ul style="list-style-type: none"> Excellent communication skills (written and oral) 	E		T
<ul style="list-style-type: none"> Excellent IT literacy (MS Office) 	E		I
<ul style="list-style-type: none"> Excellent project management / delivery skills 	E		I
<ul style="list-style-type: none"> Strong data management / data application skills 	E		I
<ul style="list-style-type: none"> Ability to communicate with a wide variety of audiences internally and externally 	E		I
<ul style="list-style-type: none"> Ability to create and edit digital content 	E		I
<ul style="list-style-type: none"> Proven experience of writing clear and specific briefs for internal or external copy-writing and other content creation 		D	T/I
Experience			
<ul style="list-style-type: none"> Successful track record in development and delivery of direct marketing, fundraising or marketing communications campaigns, gained in house or within an agency environment 	E		A/I/T
<ul style="list-style-type: none"> Evidence of using data to identify audience segments / donor journeys and apply to the development and delivery of fundraising /marketing campaigns 	E		A/I
<ul style="list-style-type: none"> Track record in reaching / influencing audiences through compelling and creative digital content 	E		A/I
<ul style="list-style-type: none"> Experience ensuring brand integrity in campaign delivery 	E		A/I
<ul style="list-style-type: none"> Evidence of ability to manage budget, delivering activity on time and to budget 	E		I
<ul style="list-style-type: none"> Experience using CRM and CMS systems 		D	I
<ul style="list-style-type: none"> Knowledge of data protection legislation 	E		I
<ul style="list-style-type: none"> Familiarity with call campaign management 	E		I
<ul style="list-style-type: none"> Experience of working as part of an integrated marketing communications team 		D	A/I
<ul style="list-style-type: none"> Experience of line management 		D	I
Other Requirements			
<ul style="list-style-type: none"> Ability to work occasional evenings and weekends 	E		I